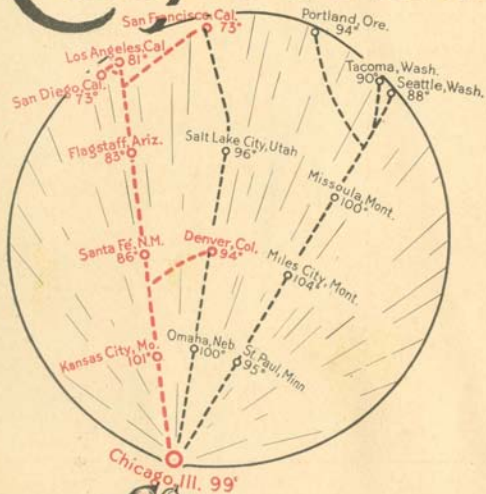


Cool Santa Fe Summer Way to California



NOTE - FIGURES ON
FAN SHOW HIGHEST
TEMPERATURES FOR
JULY, 1914

Reasons Why the Santa Fe is the Most Comfortable Summer Route to California

1st—Out West, the sensible temperature is less than the thermometer indicates

In the semi-arid Rocky Mountain region the midsummer temperature does sometimes reach a higher figure than back East; but you don't feel the heat so much, because it is a dry heat, without the debilitating effects common to a moist climate.

The air is pure and thin. It has a tonic quality. Railroad travel in such an atmosphere is not only tolerable, but pleasant. When sunstrokes are reported in eastern cities, they are practically unknown in the far West, even out in the desert.

In a dry climate the sensible temperature is very much less than what the thermometer registers. In his "Climatology of the United States," Blodgett says:

"The temperature of evaporation, or that marked by the wet bulb thermometer, is a striking instrumental proof, the difference between this and the temperature of the air often remaining at 20° through many days, or even months, at midday, and the difference sometimes reaching 25° or 30°. At all seasons this difference has a greater measure than is found in the eastern States, and it is remarked by all who traverse the country. Sensible perspiration is rarely experienced in even the warm climate of southern New Mexico under the most active physical exertion, and the languor and oppressiveness attending a heat of 90° to 95° in the eastern States is never felt at such temperatures."

2d—The desert is not as bad as it is painted

The desert stretches from north to south across our country all the way from British Columbia to Mexico. Every railway that enters California crosses it. Its bad reputation is undeserved. To be sure, there is little water, sparse vegetation and an excess of heat, but even those things do not necessarily spell discomfort.

As a beauty spot, the desert has many charms of form and color.

There is a rapid dissipation of heat in the thin, pure atmosphere after nightfall. The nights are always cool.

Oil-sprinkled tracks have removed the alkali dust and oil-burning engines keep cinders out of the cars. By any route crossing this desert, the summer traveler experiences more comfort than east of the Mississippi River on the same journey.

3d—Cooler West than East in summer

The summer climate of northern New Mexico and Arizona is ideal.

The U. S. Department of Agriculture has weather stations all over the country where minutely detailed records of temperature are kept. These records are open to the public. Read what Uncle Sam says.

Midsummer Temperatures on the Santa Fe

The following statistics are compiled from published official reports for 1914. They are produced here because their authority cannot be questioned. Bear in mind all the while that the "sensible" temperature is much less than the thermometer shows.

The comparison could be made more emphatically favorable for New Mexico and Arizona were the records printed in full:

	Altitude of Observa- tion	July		August		Maximum for Year
		Maxi- mum	Mean	Maxi- mum	Mean	
Colorado						
Colo. Springs	6098ft.	86°	65.9°	89°	65.6°	89°
Denver...	5272	94	72.2	96	71.0	96
Pueblo...	4734	93	73.2	98	72.6	98
Trinidad...	5994	91	69.6	90	68.8	91
Arizona						
Flagstaff...	6907	83	62.7	85	63.1	85
Prescott...	5320	93	70.4	93	70.6	93
Williams...	6750	91	67.3	95	68.6	95
Grand Canyon	6866	86	64.6	90	66.9	90
N. Mexico						
Ft. Union	6835	88	64.6	85	63.0	89
Las Vegas	6385	87	66.4	88	66.7	91
Raton...	6622	88	66.4	89	66.2	92
Santa Fe.	7013	86	67.0	86	66.8	87
California						
San Diego	87	73	65.8	78	66.2	79
Los Angeles	293	81	66.8	88	68.2	88
San Francisco	207	73	57.0	83	58.2	92
Santa Barbara	130	78	62.6	80	62.9	84

Other Maximum Midsummer Temperatures

Idaho	Altitude	Temp.
Boise	2379 ft.	98°
Lewiston	757 ft.	106
Minnesota		
Minneapolis	918 ft.	96
St. Paul	940 ft.	95
Nevada		
Battle Mountain	4513 ft.	101
Reno	4532 ft.	94
Winnemucca	4344 ft.	96
Oregon		
Huntington	2165 ft.	104
Medford	1425 ft.	105
Portland	57 ft.	94
Salem	120 ft.	96
Utah		
Green River	4080 ft.	101
Lemay	4221 ft.	110
Salt Lake City	4360 ft.	96
* * * * *		
Illinois		
Bloomington	104°	
Chicago	99	
Ottawa	103	
Peoria	102	
Kentucky		
Frankfort	103°	
Lexington	100	
Louisville	102	
Indiana		
Indianapolis	100	
Lafayette	101	
Terre Haute	101	
Maryland		
Annapolis	99	
Baltimore	99	
Wash., D. C.	98	

Massachusetts		Ohio	
Boston	90°	Cincinnati	103°
Concord	88	Cleveland	94
Lawrence	89	Columbus	100
Worcester	89	Dayton	104
Westboro	91	Toledo	97
Michigan		Pennsylvania	
Detroit	93	Altoona	90
Grand Rapids	95	Harrisburg	94
Lansing	95	Lancaster	95
Saginaw	95	Philadelphia	96
St. Joseph	94	Pittsburgh	94
New Hampshire		Scranton	
Concord	89		89
Nashua	91		
Plymouth	90		
New Jersey		Wisconsin	
Asbury Park	94	Eau Claire	94
Atlantic City	88	Madison	92
Jersey City	95	Milwaukee	93
Paterson	92	Prairie du Chien	97
New York		Vermont	
Albany	99	Burlington	88
Elmira	90	St. Johnsbury	90
Ithaca	91	Woodstock	89
New York City	90		
Rochester	90		

4th—The lowest altitudes are avoided

The Santa Fe's California line avoids the lower altitude (and consequently much warmer summer climate) of southern New Mexico and Arizona. The higher you go the cooler it is.

Worth remembering when you take that 1915 Panama Exposition trip

5th—The desert is crossed at its narrowest point

Every railroad to the Pacific crosses a dry stretch. The Santa Fe's crossing of the Mojave is the shortest of all, a distance of only 169 miles from the Colorado River to Barstow. Passengers via the Ogden routes traverse either the Humboldt Desert or the desert regions of southwest Utah and south-east Nevada, including a portion of the Mojave Desert. Those via the El Paso route cross the Yuma Desert.

6th—Like a continuous mountain top from Colorado west

Through the semi-arid region, outside the desert, the Santa Fe runs over a continuous mountain top all the way from eastern Colorado to the western boundary of Arizona. Most of the way you are a mile and more up in the sky. The very lowest level reached in that entire region is in the Rio Grande Valley of New Mexico at Albuquerque, where the altitude is 4935 feet, about the same as Denver, and several hundred feet higher than Salt Lake City. Four mountain ranges are crossed above this level. Many adjacent individual peaks rise to a great height. The San Francisco Peaks in Arizona, past whose base the railroad runs, have three separate peaks rising 13,000 feet high. In many places you are at a higher elevation than the summit of Mt. Washington.

7th—Vast forest tracts are traversed

In central Arizona the route lies through the largest pine forest in the United States, which the trains require half a day to cross. Many other portions of the way, especially in New Mexico, are heavily timbered. Park-like forests of huge pine trees at an altitude of between six and seven thousand feet cannot be associated with oppressive heat.



8th—It is cooler on the Santa Fe than farther North

Statistics show that it is cooler in summer along the Santa Fe in northern New Mexico and Arizona than at points in the Rockies hundreds of miles farther north.

The big map inside presents this fact in a graphic way. Referring to same, you will note that:

In July, 1914, when the mean monthly temperature at Flagstaff, Arizona, was 63 deg. Fahr., the U. S. Weather Bureau reported 75 deg. at Salt Lake City, Utah, 72 deg. at Pocatello, Idaho, and 72 deg. at Billings, Montana.

In the same month, the highest temperatures recorded were: at Flagstaff, 83 deg. Fahr.; at Salt Lake City, 96 deg.; at Pocatello, 93 deg., and Billings, Montana, 98 deg.

In both these cases the point located on the Santa Fe was the coolest.

The same relative conditions existed in previous years.

The point is—not that the summer heat is excessive, but that it is generally higher in the Rockies north of the Santa Fe's main California line through New Mexico and Arizona. By almost any route across the Rockies the summer climate is pleasanter than in the humid East. But just bear in mind that when traveling on the Santa Fe in that region, and at that time of the year, cooler weather may be expected than farther north. At least it will be no warmer.

9th—Practically no dust en route

Within the past few years hundreds of thousands of dollars have been expended in perfecting the Santa Fe roadbed and track. The main-line track in Arizona and California is oil-sprinkled, so that the journey in that region is practically dustless. In other sections crushed rock, gumbo and coarse gravel ballast, securely packed, have almost wholly done away with dust.

10th—Smokeless engines are used

The fact that in Arizona and California oil-burning engines are exclusively used also has minimized the trouble arising from smoke.

11th—Patent ventilators and electric fans keep the cars cool

All of the sleepers and chair cars on our through California trains are equipped with the Garland ventilator—a new and successful device for keeping the air inside a car cool and sweet. Electric fans have been installed on some of the trains and the axle electric light is generally used. These comforts will be appreciated by long-distance travelers.

Santa Fe Train Service

Our train service has many exclusive advantages. The Santa Fe is the only railway under one management all the way from Chicago to California. Therefore you are more likely to get through on time.

It is the shortest route Chicago to California, the distance from Chicago to Los Angeles, via Albuquerque, being only 2263 miles. Via the shortest route through Ogden the distance from Chicago is 2310 miles and through El Paso 2280 miles.

Four daily Santa Fe trains to California (including the California Limited) and a fifth—the Santa Fe de-Luxe—weekly in winter.

The daily California Limited, Tourist Flyer, and Missionary make the run from Chicago to Los Angeles in less than three days. The California Limited and Santa Fe de-Luxe are exclusively for first-class travel.

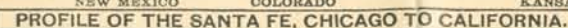
W. J. BLACK

Passenger Traffic Manager, A. T. & S. F. Ry.

CHICAGO

The Santa Fe is the COOL way to California

in SUMMER. Official Diagram below tells the story of "Altitude" vs. "Latitude." The higher up you go, during the warm months, the cooler it is; that's the reason why.



SHATTOCK & MCKAY CO. CHICAGO

The altitude of each station is given in feet. On the line below are three temperature readings for the month of July, 1914. The first figure gives the highest temperature for that month. The second figure gives the lowest temperature, and the third the mean. For example: the altitude of Santa Fé, New Mexico, is 7013 feet; the highest July, 1914, temperature 86 degrees Fahr.; the lowest, 53 degrees; and the mean, 67 degrees.